



# Mid-Summer Comforts



## For the Woman

**T**HE things which a woman demands for her summertime apparel are essentially the same as those a man desires—comfort, coolness, and economy. These essentials, coupled with the smartness to be found where fabric, design and tailoring have been given the proper consideration at the hands of experts, are combined in *our* garments. The garments offered here will satisfy feminine insistence on style while they come up to the mark for practicability, and always at lowest-in-the-city prices.

### 100 Misses' Washable Skirts \$1.59

Waistbands, 24 to 27 inches.

Several smart models with slightly shirred waistbands, straight plain belts, and odd attractive little pockets. They are trimmed with pearl buttons and tucking. The hems are generous in depth.

*Save*—Third Floor, 34th Street.

### Bathing Suits

are as diverse in fabric as they are in style. The pretty slip-on models which are so easy to adjust and becoming to almost every type of figure, may be had in black and navy, trimmed with contrasting colors.

#### Slip-On Styles in

Surf Satin, \$4.69 to \$5.74  
Poplin, \$6.74  
Taffeta, \$8.74 to \$19.74

We have also a satisfying assortment of Women's & Children's Worsteds Suits.

*Save*—Third Floor, Centre, Broadway

### Organdie Overblouses \$8.94

It makes one cool just to look at these sheer organdie overblouses. In green, maize, or Copenhagen. Square necks and short sleeves are trimmed with fluted ruffles. Piping and crochet buttons down the front give a vest effect which is accentuated by two tiny pockets outlined with white. An irregular and attractive waist line adds the last touch to this dainty blouse.

*Save*—Third Floor, 34th Street



## For the Children

**H**ERE are some suggestions in cool, comfortable clothes that solve apparel problems easily and at little expense. These toys are chosen for their durability and simple design as being most suitable for "Young America's" vacation days.

### Girls' Practical Play Apparel

**Khaki Camp Suits**  
consisting of middies and bloomers are popular.

\$5.89

**Washable Frocks**  
daintily trimmed gingham, chambrays and voiles from

\$1.89 to \$3.89

### Bloomers Indispensable for Camp Wear

In khaki, \$1.94. In sateen, \$2.49, and in strong navy blue serge, \$3.49 and \$5.89

**Jeans Skirts in Khaki and White, \$1.59**

**Blue Palmer Linen Skirts \$3.74**

**Separate Skirts in Plaid or Navy Blue Serge, \$4.49 and \$4.74**

*Save*—Third Floor, 34th Street

### Comfortable Togs for Active Boys

**Washable Pants \$1.49 to \$2.97**

In Panama cloth, white duck, tan line and a few natural crash, as well as khaki. Sizes 7 to 16 years.

**All Wool Bathing Suits \$2.89 to \$4.69**

Two-piece and one-piece suits, as well as the convenient coast style. In all colorings. Sizes 7 to 16 years.

### Sweaters

**Heavy Shaker knit sweaters**, with shawl collars or V necks. Trimmed with bright contrasting colors. Sizes 7 to 18 years. \$7.49 and \$8.94.

**Beach sweaters**, in two-color effects, coat style for the little fellows of 4 to 10 years, \$4.89.

**Jerseys and jersey suits from England** are comfy clothes for boys. 4 to 10 years, \$3.89 to \$8.94.

THERE ARE INNUMERABLE ITEMS, IN QUANTITIES TOO SMALL TO ADVERTISE, WHICH WE HAVE RADICALLY REDUCED AND WHICH MAY FILL YOUR NEEDS FOR YOUR BOY'S VACATION CLOTHES.

*Save*—Second Floor, 34th Street, Rear.



**W**HEN it is warm—yes, hot—and the Summer to which you have looked forward is making you uncomfortable, even irritable, *our* many departments, stocked with merchandise designed to relieve hot weather discomforts will find favor. Below are only a few suggestions of the thousands of items in our stocks the object of which is to enable you and every member of your household to enjoy the summer to the fullest—and of course, at lowest-in-the-city prices.

## For the Baby

### SHOES:

Every small person must have white shoes—and in summer the shoes should be canvas. They are light and cool for little feet, and they clean perfectly. We have some excellent white canvas button shoes with flat soles. Sizes 2 to 5. Price \$2.97

*Save*—Second Floor, Rear.



### SOCKS:

Very fine white cotton socks to wear right now. These white socks are among the most satisfactory and attractive of all socks for children. Sizes 4 to 6½. Price 46c

*Save*—Third Floor, 34th St., Rear.

### A Cool and Happy Summer for Little People

**W**HEN hot weather makes little people uncomfortable and cross, Mother looks for a remedy, of course. And we are ready and eager to help her in her search. Perhaps a few suggestions from our Infants' Wear Department will be of use.

### Cretonne Swings

Gay, summertime swings for very small tots. The seat of flowered cretonne laces, on a metal hoop, in such a way that it can be removed and washed. The cretonne back is likewise laced and tied into place. The whole affair is cool and light.

Suspended from a metal ring on four canvas tapes, it makes a secure and pleasant plaything for small, uncertain persons.

Pink and blue. Price \$2.49.

*Save*—Third Floor, Rear, 34th Street.

### Canvas Hammocks

On hot summer days when the nap hour arrives these canvas hammocks are ideally cool.

Light to carry, they may be set out where every breeze that blows will reach Baby.

The awning top excludes the glare and the gentle motion of the swinging hammock is soothing and sleep inspiring.

Hammock, \$7.49  
Awning Top, .94

## For the Home

### Mosquito Netting

Perhaps no other one thing helps to make the vacation or week-end more enjoyable than some of this mosquito netting. Width 58 inches. 8 yards to each piece. Black or white. Pc., \$1.24

*Save*—Basement, 34th St., Rear.



**H**OT kitchens are now a thing of the past. With fireless cookers, electric fans and electric irons, the modern housewife not only keeps cool, but enjoys her housework. The day at home is made pleasant for the home is made more enjoyable—with the aid of one of our "Miles Standish" Rag Rugs. Cool bedcoverings, sheets and pillow cases mean happy, restful nights—and there'll be no mosquitoes to disturb you when you stretch some of our mosquito netting around.

Below are some items that make Home more "homey," and with little expense, too.

### Helps to Make the Kitchen Cool

**Iceless Ice Box**—Thousands now in use; they owe their popularity to the fact that they require no ice. Will preserve food in a wholesome and tasteful condition. \$6.94

**Three Speed Electric Fan**—Eight inch, nickel plated. Operates on direct or alternating current. \$11.24

**Electric Iron**—In summer an electric iron quickly and comfortably irons clothes with a minimum of discomfort to the housewife. \$3.94

*Save*—Basement, Front.

**Fireless Cooker**—No housewife knows the meaning of a cool summer until she invests in a Fireless Cooker.

We have a very unusual Cooker at a very unusual price, and it deserves your attention.

A two-well Cooker equipped with triplicate rails—1 four quart kettle and 1 eight quart kettle of aluminum—thermometer—cook book—baking racks—and four radiators. Regular List Price \$48.00. OUR PRICE \$38.75.

*Save*—Basement, 34th St.

### Cool Looking Colored Bed Spreads

Their pleasant, cool appearance makes them very desirable, but the low July sale price makes them doubly attractive.

#### Sale Prices

\$2.59 \$3.29 \$5.94 \$8.94

*Save*—Basement, 34th Street, Rear

### "Miles Standish" Rag Rugs

Coolness is one of the predominating features of this Colonial rug. Made of NEW materials, they come in pretty hit and miss effects; also in solid colors.

24 in. x 36 in.	\$1.54	4 ft. x 7 ft.	\$6.74
27 in. x 54 in.	2.74	6 ft. x 9 ft.	13.24
30 in. x 60 in.	3.48	8 ft. x 10 ft.	18.74
36 in. x 72 in.	4.24	9 ft. x 12 ft.	24.99

In addition to the above regular sizes we have from this mill sizes running from 24 in. x 19 in. up to 9 ft. x 11 ft. 6 in. There are hundreds of these odd sizes which may fit your particular space. All in assorted colors.

*Save*—Fourth Floor, Front.

## For the Man

**T**is remarkable how few men avail themselves of the many means at their disposal for enjoying the summer to the utmost. Why suffer, or even be uncomfortable, with the heat when a little thought about your wardrobe will bring physical comfort. *Our* is prepared to supply your every summer need. Everything from a bathing suit to a fine Mohair suit or a pair of White Flannels—and at lowest-in-the-city prices, too.

### Men's Furnishings That Spell "KEEP COOL"

White oxford lightweight shirts, of fine quality, collars attached \$3.29

White highly merceized feather-weight shirts, with collars attached \$2.89

The *our* Polo Shirt, made in our own workrooms, of fine, white, lightweight oxford. Collar attached and button down style. \$3.89

Men's Imported English Twill Silk Foulard Cravats, in a most varied collection. \$1.89

Other smart Foulard Cravats 94c

*Save*—Main Floor, 34th Street.

### MEN!

#### Canvas Oxfords

In white \$4.69; Palm Beach \$6.49; light welted soles and leather heels

*Save*—Main Floor, Basement, 34th St., Rear

### SPLASH!

#### Bathing Suits

Many weekends to use one of these very good quality bathing suits. Priced low at \$3.96 to \$7.49.

*Save*—Fifth Floor, Centre.



## For the Outdoors

**W**HEN you're a long, long way from home—out at the beach or camping in the mountains—you'll need some of these items. To make your out-of-doors more enjoyable is the aim of the following things. Sunburn is one of the usual aftermaths of a trip in the country, and cures for this, together with other helpful items, are listed.

**Old Town Canoes**  
In 16, 17 and 18 ft. lengths; now ready for delivery. \$73.50 to \$124.00

**Aquaplanes \$33.75**  
Fine fun riding the waves on one of these.

**Camp Cots \$5.24**  
White \$5.49

**Mattresses \$7.69**  
Water and vermin proof

**Mess Kits**  
For 2 people, metal \$8.49; Aluminum, \$19.24

**"Strong" Bungalows**  
7x10 ft., \$124.00 and \$158.00  
10x21 ft., \$329.00

**Tents \$42.50**  
9½x12 ft., \$42.50  
12x14 ft., \$54.50

**Lawn Tents \$9.89**  
Pop or Shelter Tents \$3.96

**Four Passenger Lawn Swings**  
Model of generous seating proportions; the backs are adjustable to any position desired. Full bolted and riveted construction, upper part of frame is securely bolted. Painted in natural and frame red.

Special \$9.24  
(Our regular price is \$10.89)

*Save*—Fifth Floor, Centre.

### Summer Toilet Accessories

**Glycerine, Rose Water and Benzoin**, for sunburn and whitening the skin. 8 ounce bottle, 34c  
**Stearate of Zinc**, plain, borated or mentholated. Wonderful for chafed parts. per can, 25c

**Hygienique Deodorizing Powder**, in sprinkler top glass bottles. Preferred by many to deodorizing creams, many of which have a greasy effect as well as appearance. 25c

**Mermaid Bath Powder**, in sprinkler topped bottle, containing sufficient for ten baths. Softens the water and makes the "tub" unusually exhilarating. 25c

**Pussy Willow Face Powder**, in white, flesh and cream tints. Special, 29c

**Swansdown Powder**, in white, flesh and cream tints. Special 12c

**Gossamer Face Powder**, in white, flesh and cream tints. Special, 15c

**Pussy Willow Talcum Powder**. The maker claims it will keep the hair in wave and curl for days at a time and that it is harmless and invisible. Special, 69c

*Save*—Main Floor, Centre, Rear



**R. H. Macy & Co.**  
Herald Square New York  
Inc.  
Store Hours 9 to 5:30. Closed every Saturday until Labor Day.